

# Are you looking for a growing market?



## Russian Far East Food Marketing Conference

Vladivostok, Russia  
September 18-21, 2001

### Is your company...

*a forward looking and  
aggressive U.S. food  
products exporter?*

*experienced or interested  
in sales growth in  
the Russian Far East?*

*eager to make new industry  
contacts and potential  
trade partners?*

*If the answer is **YES** you will want to join us  
for a unique and exciting trade event!*



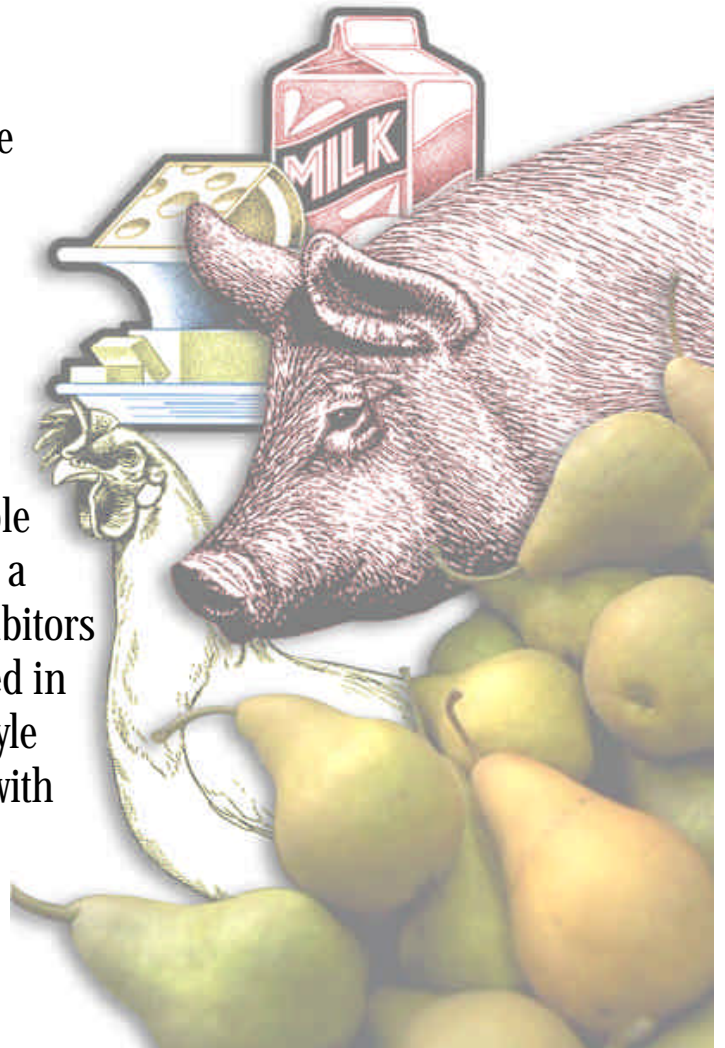
# The Conference and Showcase:

As a U.S. company, the U.S. Department of Agriculture's Foreign Agricultural Service cordially invites you to exhibit your products and your services during an upcoming exclusive trade forum on food wholesaling and retailing in Vladivostok, Russia September 18-21, 2001. Food merchandisers in the region are growing their businesses and searching for competitive products and approaches to marketing. With the stable ruble and new leadership, now is a good time to develop trade linkages with food industry representatives in the Russian Far East (RFE).

Top industry representatives from Vladivostok as well as other major RFE market centers are expected to attend this professional development event. U.S. exhibitors will have exclusive access to this selected group of participants. With the resurgence of regional food marketing activity, there is interest in training on U.S. methods of wholesale and retail merchandising. New products that can fit into the expanding product mix and meet the diverse needs of regional consumers are in demand.

For a minimal cost, U.S. suppliers can showcase their products and services and will have the opportunity to present their company before a broad spectrum of the best food companies in the region.

The site for the event in the Hotel Hyundai Vladivostok Business Center will provide multiple opportunities for networking and interaction in a top rate international business facility. U.S. exhibitors and USDA representatives will be accommodated in the Hotel Hyundai. The Hyundai is a western style high rise hotel centrally located in Vladivostok with beautiful views of the Vladivostok harbor and surrounding bay area.



# Conference Overview:

## Tuesday, September 18

- Organizational meeting for Russian-U.S. Agribusiness Network
- Round table dinner meeting for USDA delegation and U.S. exhibitors
- City tour (*includes specific points of business interest: port facilities, food warehouses and distribution*)

## Wednesday, September 19

- Conference is opened, U.S. exhibitors are introduced during general session
- Concurrent seminar sessions on wholesale and retail operations
- Seminar for U.S. exhibitors on local business trends, customs clearance and import certification
- Visit major local wholesale and retail outlets (*optional*)
- VIP evening reception for all conference participants

## Thursday, September 20

- General session and U.S. exhibitor forum
- Unstructured networking opportunity
- Completion of concurrent seminars
- Joint closing session and certificates of completion

# USDA Services Provided:

- ★ Summary presentation by you on your companies' products and/or services
- ★ Conference seminars, receptions and networking opportunities
- ★ Assistance with clearance of your samples or exhibit through customs
- ★ U.S. suppliers orientation seminar (with local experts) and tour of local food industry
- ★ Complimentary exhibit space (approx. 3 x 3 meters)
- ★ Assistance to set-up private meetings with potential Russian partners
- ★ Lodging for nights of Tuesday, September 18 through Friday, September 21
- ★ Airport pick-up and return transportation

**Also, at your request and for a reasonable cost, USDA can help arrange the following:**\*

- ★ Booth assistant/interpreter
- ★ Private transportation
- ★ Assistance to translate and/or print promotional materials

*\* Please note: USDA will provide fee schedules and exhibitors will make payments directly to the service providers.*

**U.S. company participants will be responsible for their international travel arrangements, exhibit materials, samples, shipping, and a \$250 registration fee.**

## For Additional Information Please Contact:

Mark Hawthorne  
Room 3250, Stop 1093  
Trade and Investment Program, Food Industries Division  
Foreign Agricultural Service, USDA  
1400 Independence Ave. SW  
Washington, D.C. 20250-1093

Tel: 202/690-1858  
Fax: 202/690-3982  
email: [hawthornem@fas.usda.gov](mailto:hawthornem@fas.usda.gov)

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**Participant Registration**

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Vladivostok, Russia September 18-21, 2001

*\*Please type or print clearly*

Attending Representative(s) \_\_\_\_\_

Title(s) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Information to be included in Forum Directory:**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company E-mail: \_\_\_\_\_

*Please list your Company Profile and products to be exhibited (including brand names):*

**Registration:**

A non-refundable check or money order in the amount of **\$250 per person** is required at time of registration for each company representative taking part in the conference and exhibition. Space at this event is limited and booking is on a first come, first served basis. Registration is open until **August 15**.

At a reasonable-cost to you, private transportation and bilingual booth assistants are available to help you during the activity. Please indicate your preference below:

\_\_\_\_\_ private transportation \_\_\_\_\_ bilingual booth assistant(s)

Check or money order should be payable to: **USDA-National Finance Center**

Please mail to: Attn: Mark Hawthorne, Trade and Investment Program, Room 3250, Stop 1093, USDA/Foreign Agricultural Service  
1400 Independence Ave. SW, Washington, D.C. 20250-1093

Signature \_\_\_\_\_ Date: \_\_\_\_\_